



ParksPLATE



California State Park's Specialized Vehicle License Plate

Partner Kit

November 10, 2015



November 10, 2015

California State Parks is pleased to unveil the new ParksPLATE specialty California vehicle license plate, proceeds of which will provide an ongoing funding source for the restoration and preservation of state parks across California.

This program, authorized by SB 1018, invites California motorists to demonstrate their support for their unique state parks system visually and financially by purchasing a special redwood themed vehicle license plate. The California Redwood is the official tree of the state and protection of these wondrous trees was the motivation for creating California's first state parks.

Artist Wyn Ericson of Napa has beautifully depicted a redwood forest on the license plates that motorists can proudly display on their vehicles.

Orders can be made at www.parksplate.parks.ca.gov. The cost for a sequential plate is \$50 or \$98 for personalized plate. Specialized plates for motorcycles and trailers are also available. There must be 7,500 pre-paid orders for the Department of Motor Vehicles to begin implementation of the special license plate program.

Help us invite Californians to show their pride for the state's natural beauty by ordering our license plate and support our efforts to protect and restore the state park system. In this resource kit, you will find the following resources:

- News Release, pg. 3
- Biography of Winner, pg. 5
- Frequently Asked Questions, pg. 6
- Online Media Graphics – Photos and Web Buttons, pg. 9-10
- Reproducible Posters and Flyers, pg. 11
- ParksPlate Web Links, pg. 12

Thank you for your time and for sharing the availability of California State Park's specialized vehicle license plate.

Sincerely,

Lisa Mangat,
Director, California State Parks



News Release

For Immediate Release
Nov. 10, 2015

Contact:
Gloria Sandoval
Gloria.Sandoval@parks.ca.gov
(916) 651-7661

California State Parks Specialized License Plate Now Available



SACRAMENTO, Calif. — Today at Sutter's Fort State Historic Park, California State Parks (State Parks) unveiled its specialized vehicle license plate "ParksPLATE".

The design of the plate features California's official tree, the California redwood. Proceeds from the sale and annual renewal of the plate will provide an ongoing funding source for the restoration and preservation of state parks across California.

State Parks officials unveiled the specialized plate at [Sutter's Fort State Historic Park](#) where some of the most extensive restorations since a major reconstruction effort in the 1890s are currently underway. Plate sales will support restoration projects like this one and help the department restore and preserve California's state park system.

"California State Parks is the steward of some of the largest and most diverse natural, cultural and recreational resources of any state agency in the nation", said State Park's Director Lisa Mangat. "We invite Californians to show their pride for the state's natural beauty by ordering our license plate, and support our efforts to protect and restore the state park system."

Orders can be made at www.parksplate.parks.ca.gov. The cost for a sequential plate is \$50 or \$98 for personalized plate. Specialized plates for motorcycles and trailers are also available. There must be 7,500 pre-paid orders for the Department of Motor Vehicles to begin implementation of the special license plate program.

The department conducted a statewide artwork contest and selected the winning entry based on criteria of creativity, inspiration, reproducibility, legibility, and uniqueness that best captured a California redwood tree. A committee representing State Parks, California Natural Resources Agency, Save the Redwoods League and the

Sempervirens Fund recommended a design to the director of State Parks for approval. The California redwood is the official tree of California. The tallest redwood tree in the world, the Stratosphere Giant, is just over 370 feet tall and is located within the state parks system at [Humboldt Redwoods State Park](#).

The winning artwork was designed by Wyn Ericson of Napa, California.

“I’m in shock, this is awesome”, said Wyn Ericson. “As a kid, my family and I would spend most summers camping. I have always been inspired by the colors and beauty of the natural landscape. After reading the contest rules that sequoias were required to be in the painting and that my artwork could potentially be on thousands of license plates, I immediately began sketching”.

Ericson, 35, graduated from California State University, Fullerton with a Bachelor’s Degree in Art with an emphasis in drawing and painting. He went on to get his California Teaching Credential in Art Education and earned his Master’s Degree in Education in 2007 from Point Loma University. Spending time in the outdoors is one of Ericson’s favorite past times, and inspiration for his artwork stems from exploring Yosemite Valley, hiking through the Sierras and exploring the Northern Coast. A resident of the Napa Valley, Ericson teaches and creates art in oil, acrylic, and watercolor.

[California Vehicle Code Section 5161](#) authorizes State Parks to pursue a special state parks environmental design license plate. The law specified that the design depict California redwoods. For more information on the State Park’s specialized plate, please visit www.parksplate.parks.ca.gov.

#

California’s Drought

Every Californian should take steps to conserve water at home, at work and even when recreating outdoors. Find out how at SaveOurWater.com – Drought.CA.Gov.

California State Parks Mission

To provide for the health, inspiration and education of the people of California by helping to preserve the state’s extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high quality outdoor recreation.

Subscribe to California State Parks News via e-mail at info@parks.ca.gov or via [RSS feed](#).



Biography of Artist - Wyn Ericson

Wyn Ericson is the successful artist whose depiction of a redwood forest was chosen as the image for the State Parks specialty license plate – ParksPLATE.

Spending time in the outdoors is one of Ericson's favorite past times, and inspiration for his artwork stems from exploring Yosemite Valley, hiking through the Sierras and exploring the Northern Coast. A resident of the Napa Valley, Ericson teaches and creates art in oil, acrylic and watercolor.

Ericson, 35, graduated from California State University, Fullerton with a Bachelor's Degree in Art with an emphasis in drawing and painting. He went on to get his California Teaching Credential in Art Education and earned his Master's Degree in Education in 2007 from Point Loma University.

For more information about the artist please visit his webpage at <http://wynericson.com/>.



Frequently Asked Questions

What is the California State Parks License Plate - ParksPLATE?

Section 5161 was added to the Vehicle Code authorizing the issuance of the California State Park Specialized License Plate. The money received by State Parks from the sales of the plates, shall be placed in a Specialized Plate Fund that shall be allocated to the Department of Parks and Recreation for expenditure for the exclusive trust purposes of preservation and restoration of California State Parks.

How can I order a California State License Plate?

Go to the [ParksPLATE web site](#) and follow instructions to fill out an application and pre-pay your license plate fee.

Where do the fees go?

After deducting for first time plate orders, an administrative service fee (\$29.75 for Sequential, \$19.87 for personalized), the Department of Motor Vehicles will forward a portion of the Specialized Plate fees to California State Parks. This funding will be used for restoration and preservation at 280 California State Parks. Upon annual renewal the entire fee (\$40 for either sequential or personalized) goes to the Parks and Recreation specialized plate fund.

How much does ParksPLATE cost?

The California State Parks Special License Plates cost an additional fee above your normal registration fee. To order a sequentially numbered set of plates (a random set of seven numbers and letters selected by the Department of Motor Vehicles), initially you will pay \$50.00, and then a \$40.00 yearly renewal fee thereafter. To order personalized plates (seven characters maximum), initially you will pay \$98.00, and then a \$78.00 yearly renewal fee thereafter.

Can I personalize the ParksPLATE?

A: Yes. Simply follow the instructions on the Department of Motor Vehicle website.

How can I find out if a personalized plate is available?

Follow the instructions on the Department of Motor Vehicles website at: <https://www.dmv.ca.gov/ipp2/initPers.do> as though you are making an order to see if the configuration is currently available. Do not place the actual order through the Department of Motor Vehicles website because you will not be able to choose the California State Parks Specialized License Plate until we have reached our initial goal. Remember the plate only allows for seven characters.

Unfortunately, we are unable to reserve personalized plates text. If the configuration you chose is no longer available when the ParksPLATE is issued, we will offer you a full refund or alternate plate text.

If I already have personalized plates, can I keep my configuration?

Yes.

I currently have a different specialized license plate - can I switch to the California State Parks Specialized License Plate?

Yes. Go to the ParksPLATE order form page and complete the web or paper application form.

How does the process work?

Per section 5161 of the California Vehicle Code, the State of California Department of Parks and Recreation must provide the Department of Motor Vehicles 7,500 pre-paid applications within one year to begin implantation of the plate program. Once 7,500 pre-paid applications are received, your information and payment (payment is deposited into a special account), will be turned over to the Department Of Motor Vehicles for processing.

Implementation of the program once the 7,500 threshold is met takes about 10-12 months until plates are manufactured and issued. Once the Department of Motor Vehicles receives 7,500 pre-paid applications from the Department of Parks and Recreation, the Department of Motor The Department of Motor Vehicles will send sequential plates directly to you or notify you when your personalized plates are available for pick up.

If 7,500 pre-paid applications are not received the first year, you will have the option to receive a full refund, or the option to allow the California State Parks License Plate promotion another year to reach the goal. You will be notified by email once we have either received 7,500 paid applications or if we do not receive 7,500 applications within the first year.

When will I receive my plates?

In less than two years if sales targets are met quickly. The faster State Parks meets the 7,500 threshold, the faster motorists will get their plates. The more people you can encourage to purchase the plate the faster the process of issuing them to our motoring park supporters.

When you receive your plates depends on when we reach our goal of 7,500 applications plus an additional 10-12 months for the Department of Motor Vehicles to implement the program.

However, if we don't receive the 7,500 applications the first year and we have to continue collecting paid applications for another year, it could add an additional year to the timeline, totaling up to three years before you would receive your plate.

How can I help reach the 7,500 plate threshold?

Tell your friends, family, and co-workers to order a California State Parks Specialized License Plate. Email this website to everyone you know that lives, works, and recreates in California. Your word-of-mouth assistance can greatly help. The quicker we receive 7,500 pre-paid applications, the sooner you will receive your plates.

What if I change my mind after I order a plate and want my money back?

No problem, you can opt out at any time before the 7,500 paid applications have been received and receive a full refund. Please contact us at ParksPLATE@parks.ca.gov or by phone at (916) 653-1010 and indicate you have changed your mind and would like to request a full refund. Provide us with your name, address, and license plate number and State Parks will issue a refund.

Once the 7,500 applications have been received and the funds transferred to Department of Motor Vehicles, California State Parks will not be able to refund your money. However, you can request the Department of Motor Vehicles to convert your ParksPLATE back to a standard plate.

What will you do with the information I provide on the order form?

State Parks will not share your information or send unsolicited emails/mailed or make unsolicited phone calls. The information will be used only for administration of the ParksPLATE program. California State Parks will very occasionally contact you by mail or email with updates on the progress towards 7,500 pre-paid applications. Once 7,500 pre-paid applications are received, we will notify you and transfer your information to Department of Motor Vehicles. The Department of Motor Vehicles will produce and distribute the California State Parks Specialized License Plates. Sequential Plates will be mailed to the most current address reported to the Department of Motor Vehicles or you can pick up the plate at a Department of Motor Vehicles field office or Auto Club.

ParksPLATE

Online Media Graphics: Promotional Photos & Web Buttons

Visit www.parks.ca.gov/mediakits to download files.

Promotional Photos



Web Buttons

Visit www.parks.ca.gov/mediakits to download files.



ParksPLATE

Reproducible Posters and Flyers

Visit www.parks.ca.gov/mediakits to download files.



11X17 - Poster



3-1/4 X 8-1/2
Double-Sided Flyer

ParksPLATE

Web Links

Parksplate.parks.ca.gov

- **Media kit:** www.parks.ca.gov/mediakits
 - Graphics and promotional photos
- **News Release:** http://www.parks.ca.gov/?page_id=712
- **FAQs:** <https://parksplate.parks.ca.gov/Home/faq>
- **Ordering Information:** <https://parksplate.parks.ca.gov/Home/signup>
- **DMV Personalize License Plate Search Tool:**
<https://www.dmv.ca.gov/ipp2/initPers.do>

Stay up to date by following us on our social media sites:



Facebook: www.facebook.com/CaliforniaStateParks



Twitter: twitter.com/CASStateParks



Blog: castateparks.wordpress.com/